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 TITLE: Apparatus and method for servicing speech coupons in intelligent network exchange
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 ABSTRACTED-PUB-NO: KR2001011742A
 BASIC-ABSTRACT:
 NOVELTY - A method for servicing speech coupons in an intelligent network(IN) exchange is provided to allow virtual coupon scores

to subscribers only who use speech coupon services, and to supply toll-free calls on the basis of the virtual coupon scores, and thereby preventing subscriber secession and magnifying marketing efficiency.

DETAILED DESCRIPTION - A terminal is off-hooked to use a speech coupon service. A call connection request message in accordance with a speech coupon service number dialing is transmitted to a service switching point(SSP). The SSP analyzes the call connection request message. If the message is for the speech coupon service, the SSP transmits an initial detection point(IDP) message to a service control point system(SCP). The SCP retrieves a database to search a telephone number corresponding to the call connection request message, and switches a speech path, then transmits a request report BCSM(base call state model) event(RRBE) command and an establish telephony connection(ETC) command to the SSP. The SCP transmits a play announce report(PA) command to an intelligent peripheral(IP), to control a speech path to be connected between the SSP and the IP. The IP connects a speech path to the terminal, and transmits an announcement relating to the speech coupon service to the terminal. After transmitting the announcement, the SCP receives digit numbers in accordance with the announcement to store the digit numbers in a memory, and corresponds to a telephone poll collections stored in the memory, then updates coupon scores. The SCP controls telephone bills to be reduced on the basis of

the coupon scores, when the telephone bills are charged according to months. The SSP releases the announcement to the terminal, and controls a speech call corresponding to a telephone poll to be cut off.

CHOSEN-DRAWING: Dwg.1/10

TITLE-TERMS: APPARATUS METHOD SERVICE SPEECH COUPON
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